



File
Original to 1156
 C.A. Cigarrera Bigott, Sucs.

Mark
 please identify to you
 arrangements, i.e.
 - Volume through non-Romar clients
 - Pricing "discount" of \$2.50. Why?
 Bow is making a turn
 we are cutting controls

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Caracas, End. December, 1992

Mr. Keith S. Dunt
 Territorial Director
 BAT Millbank
 U.K.

following review dates, i.e.
in this strategy asking what Bow want
when do we review - and what does it?

RE: Belmont H.L. sales ex Aruba via Panama to Turbo

Dear Keith:

I was wrong in our meeting last week when I said that we are giving a rebate to Romar for Belmont H.L. which is transhipped through Panama. The rebate was stopped on the 10th. of August 1992. Our first shipment was made to Panama for Brown and Williamson in September 1992.

The rebate was stopped on the 10th. August 1992, when the price to Maicao and our price to Romar was reduced by US\$ 7.50 per 10 mille case. You will remember that this reduction was made to maintain the US\$ 10 price differential with Belmont Ecuador which had previously been reduced by US\$7.50 per case.

The rebate was stopped because we could no longer afford it with the reduced invoice price to Romar. We told Romar in order to keep the Panama route open they had to absorb the costs of shipping and handling.

The route through Panama was originally opened up by Romar with the agreement of myself and Brown and Williamson. The conditions were that Romar would sell from Aruba to longstanding Maicao clients who would tranship through Panama and onto Turbo. The rebate for Romar was initially introduced to cover the extra shipping and handling costs to Panama. Without the rebate we were not priced competitively against Derby and Belmont Ecuador which were being shipped out of Panama to Turbo.

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Our existing price structure is as follows:

Romar: FAS Punto Fijo US\$ 87.50 per 10 M case. ✓

Brown and Williamson: FOB La Guaira US\$ 85.00 per 10 M case. ✓

Best regards,

Yuk

Mark Waterfield
MRW/lcp 021292

cc: J.M. Warmser
D.O. Laux

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